PRESS RELEASE

NeXT OFFERS "OBJECT EXPERTS" TO ASSIST CUSTOMER APPLICATION DEVELOPMENT SUCCESS

NeXT expands professional services offering, providing innovative on-site support services

SAN FRANCISCO, Calif. - July 27, 1994 - NeXT Computer, Inc. today introduced Object Experts, an innovative on-site support program to help ensure customer success in building and implementing custom object-oriented applications using NEXTSTEP, NeXT's object-oriented software. Object Experts will act as a customers' direct liaison to NeXT and will advise and facilitate the progress of an in-house corporate development team working on a large NEXTSTEP-based application projects.

Through experience with a customer's business goals, hands-on access to project specifications and designs, and face-to-face relationship-building with corporate development teams and third parties, Object Experts will be able to provide proactive technical assistance. This will facilitate the smooth completion of NEXTSTEP projects and shorten the learning curve of developers new to object-oriented development concepts.

NeXT's Object Experts will provide the following services to customers making the transition to object-oriented computing:

* A full-time, on-site NEXTSTEP expert dedicated to the customer.
* Customer access to NeXT technical staff resources to resolve problems and to provide timely technical information.
* On-going knowledge and technology transfer of object-oriented concepts and improved use of NEXTSTEP tools to customers and third-parties.
* Programming assistance.
* Application and system design assistance.
* Assistance with application and integration planning and testing.
* Guidance and selection of third-party solutions.
* Assistance for project leaders in assessing team skills and mapping team strengths to facilitate NEXTSTEP development.
* Monthly customer management reviews and reports documenting technical inquiries and associated resolutions, project status and highlighting issues that may need attention.

The Object Expert program compliments the Objects Learning Solution program, NeXT's customized training program for corporate developers. The Objects Learning Solution is a structured education program that enables new NEXTSTEP developers to learn object-oriented programming skills and create a classroom prototype. Once the Objects Learning Solution program is completed, the Object Expert will work closely with the students to transition the group from working on a classroom prototype to developing a real business application solution that shows the value of NEXTSTEP.

"We understand that the transition to object-oriented computing is not easy," said Angela Spearman, director of professional services at NeXT Computer, Inc. "With programs like the Object Experts and Objects Learning Solution, we are making that transition easier for our customers in an effort to help them to develop

object technology expertise in-house."

Pricing and Availability

Object Experts are priced at $25,000 per month for up to one year. Those interested in the program can call 1-800-TRY-NeXT for more information.

NeXT Computer, Inc.

NeXT develops and markets the award-winning NEXTSTEP object-oriented software for industry-standard computer architectures. Customers use NEXTSTEP's advanced object environment to rapidly develop and deploy custom, enterprise-wide, client/server applications. NeXT is headquartered in Redwood City, California, and has offices in North America, London, Paris, Munich and Tokyo.

# # # #

NeXT, the NeXT logo, OpenStep and NEXTSTEP are registered trademarks of NeXT Computer, Inc. All other trademarks mentioned belong to their respective owners.